

Mr. Pankaj Gupta**Designation and Department:** Assistant Professor and Department of Commerce**Education and Training** - B.Com. (H), M.Com., UGC-NET JUNE 2012**Contact info****Mobile:**

9213211839, 9911657628

Email: pankajgupta29121988@gmail.com**Teaching Experience:** 7 Years**Areas of Interest:** Accounting and finance**Teaching:** Financial Accounting, Corporate Accounting, Cost Accounting**Research Project:** Innovation Project RNC 307 sanctioned by university of Delhi “Super30 vs Kota Coaching ka Tulnatamak Adhyan”**Subjects Taught:** Financial Accounting, Cost Accounting, Management Accounting, Human Resource Management, Marketing Management, Corporate Accounting**Research Publications**

- a. Author: A Study of Factors Identifying Intention to Purchase Organic Products published in Global Journal of Finance and Management, ISSN 0975-6477, Volume 13, Number 1 (2021), pp. 21-32
- b. Co-Author: Understanding the factors affecting green purchase behavior of consumers with special reference to Uttar Pradesh published in Adhyayan : A Journal of Management Sciences, ISSN: 2249-1066, Volume 11, Issue 1 (2021)
- c. Co-Author: Understanding the Impact of Social Media on Consumers Attitude and Decision Making Process published in International Journal of Marketing and Business Communication, ISSN Number: 2277-484X, Volume 10, Issue 1(2021), 48-59
- d. Co-Author: Role Of Brand Hate On The Relationship Of Consumer Personality Traits And Brand Loyalty published in International Journal on Customer Relations, ISSN Number: 2320-7515, Volume 8, Issue 2, September 2020, Pages 27-34
- e. Author: Competitive Advantages And Effective & Efficient Acquisition Through E-Recruitment: A Study published in Global Journal of Management and Business Studies ISSN No. 2248-9878, Volume 4, Number 1(2014)
- f. Author: Challenges and Issues Related to Employee Safety in India published in International Journal of Business Management and Leadership ISSN No.2231-122X, Volume 5, Number 1(2014)
- g. Author: Employer Branding: A Descriptive Study published in International Journal of Economic and Management Strategy ISSN No. 2278-3636 Volume 4, Number 1(2014)
- h. Co-Author: The Creation of New Job Title published in International Journal of Management and International Business Studies ISSN No. 2277-3177, Volume 4, Number 1(2014)
- i. Co-Author: Social Media Marketing: A Tool to Achieve Competitive Advantage published in Global Journal of Marketing Management and Research ISSN No.2250- 3242 Volume 4, Number 1(2014)
- j. Co-Author: E-commerce: A Fortune for Prosperity of Business published in Global Journal of Business Management and Information Technology ISSN No.2278-3679, Volume 4, Number 1(2014)
- k. Co-Author: Workforce Diversity: A Study of Gender Diversity in Workforce in India published in

1. Co-Author: Green Marketing: Approach to go Green, published in ARYA RESEARCH JOURNAL, ISSN: 2348 – 876X, Year-1, Issue - 4.

Other Academic Publications

- a. *Author*: E-Recruitment: Competitive advantages through HRM published in Proceedings of National Conference, Organizational Re-engineering: New Age Tool For Competitive Advantage, ISBN: 978-81-927406-1-4

Conferences-Seminars Organized

1. Participated in organizing 2 days International conference on “Indian economic transformation through revival of manufacturing sector and start-up ecosystem” organized by Dep. of Commerce, Ramanujan College, University of Delhi from September 21th -22th, 2017.
2. Participated in organizing 2 days International conference on Social Responsibility: The Ethical Dimensions organized by Center For Ethics and Values & Dep. of Commerce, Ramanujan College, University of Delhi held at Lotus Temple Auditorium from March 12th -13th 2016.
3. Participated in organizing 1-day National conference on Emerging Trends and Contemporary Issues in Finance & Marketing organized by Dep. of Commerce Ramanujan College University of Delhi held at Conference Center, University of Delhi on 8th April 2015.

Conferences-Seminars Attended

1. Attended 2 days Conference on “Global FinTech” organized by Ramanujan College, University of Delhi February 23th – 24th, 2019.
2. Participated in 1 day conclave of Ethicists and Educationists, Theme: Role of universal ethics in higher education teaching organized by Tibet house, cultural Centre of H.H. the Dalai Lama & Center for Ethics and Values Ramanujan College, University of Delhi held at Tamarind, India Habitat Centre, New Delhi on 21st April 2017.
3. Attended 2 days International Conference on Management Education and Corporate Transformation: The Ethical Underpinning organized by center for ethics and values, Ramanujan College, University of Delhi and Rawal Institute of Management, Faridabad from March 27th – 28th, 2014

Faculty Development Program Organized

1. Participated in organizing Online Two-week Faculty Development programme on Research Methodology: A Learning Journey from Bivariate Techniques to Multivariate Techniques organized by Department of Commerce and Teaching Learning Centre, Ramanujan College University of Delhi from December 10th – 23th 2020.
2. Participated in organizing 2 days National faculty development program on research methodology & statistical analysis with SPSS organized by Dep. of Commerce Ramanujan College University of Delhi held at Ramanujan College from November 20th – 21st 2014.

Faculty Development Program Attended

1. Participated in 7 days Faculty development program on “ Teachers, Teaching and Taught: Discovering New Meanings, Relationship and Purpose” organized by IQAC and Teaching Learning Centre, Ramanujan College University of Delhi, held at Ramanujan College from January 1st -7th 2020.
2. Participated in 7 days Faculty development program on “Research Methodology and Statistical Tools” organized by Teaching Learning Centre, Ramanujan College University of Delhi, held at Ramanujan College from December 23th – 29th 2019.

3. Participated in 7 days Faculty development program on “Multivariate Data Analysis” organized by Teaching Learning Centre, Ramanujan College University of Delhi Dep. of Commerce, University of Delhi, Dep. of Financial Studies, South Campus, University of Delhi and IAA, NCR Chapter held at South campus, University of Delhi from 30th September to October 6th, 2019.
4. Attended 1 day FDP on ‘Financial Accounting & Income Tax Laws’ organized by Teaching Learning Centre, Ramanujan College, University of Delhi, Dep. Of Commerce, University of Delhi, Dep. Of Financial Studies, South Campus, University of Delhi and IAA, NCR Chapter held at South campus, University of Delhi on August 30th, 2019.
5. Participated in 7 days Faculty development program on “Research Methodology and Statistical Tools” organized by Teaching Learning Centre, Ramanujan College University of Delhi, held at Ramanujan College from April 15th – 21th 2019.
6. Attended 1 day FDP on ‘Goods and Services Tax’ organized by Teaching Learning Centre, Ramanujan College, University of Delhi and IAA, NCR Chapter held at S.P. Jain Memorial Centre, South campus, University of Delhi on October 27th, 2017.
7. Participated in 7 days National faculty development program on Reflections on Emerging Pedagogy in Higher Education And Qualitative Research organized by Dep. of Commerce Ramanujan College University of Delhi held at Ramanujan College from November 18th – 24th 2015
8. Attended 1 day FDP on ‘Computerised Accounting using Tally.ERP 9’ organized by Tally Education Private Limited and faculty of applied social science & Humanities, south campus, university of Delhi held at south campus university of delhi on sep.30th 2015.
9. Participated in 7 days National faculty development program on Leveraging Research Tools for Qualitative Research organized by Dep. Of financial studies, University of Delhi and Dep. of Commerce Ramanujan College University of Delhi and IAA, NCR Chapter held at University of Delhi, South Campus from June 15th – 21th 2015.
10. Participated in workshop on Business Entrepreneurship and Management from Jan. 18-19, 2014 organized by CPDHE, University of Delhi.

Resource Person

1. Session given on **Exploratory Factor Analysis- Principle Component Analysis with SPSS on December 21, 2020** during Online Two Week Faculty Development programme on Research Methodology: A Learning Journey from Bivariate Techniques to Multivariate Techniques organized by Department of Commerce and Teaching Learning Centre, Ramanujan College University of Delhi from December 10th – 23th 2020.
2. Session given on Methods and Sources of Review of Literature on January 14, 2020 during 20 hours certificate course on Basics of Research Organized by Accounting and Finance Lab, Department of Commerce, Ramanujan College, University of Delhi from 13-18 January, 2020.

Member organizing Committee

1. Participated in organizing a webinar on E-Filing of ITR-2 of F.Y. 2019-2020, organized by the Department of Commerce, Ramanujan College, University of Delhi on 25 November, 2020 through Microsoft Teams.
2. Participated in Organizing 3 days webinar series on Financial Market: Avenues for Alternate Career, organized by the Department of Commerce, Ramanujan College (University of Delhi) from 28 September to 30 September, 2020 through Zoom.

3. Participated in organizing 20 hours certificate course on Basics of Research Organized by Accounting and Finance Lab, Department of Commerce, Ramanujan College, University of Delhi from 13-18 January, 2020.

Participated in organizing 1 day Management Workshop Organized by Department of Commerce, Ramanujan College, University of Delhi on 15 October, 2019.

Administrative Responsibilities

Sr. No.	Year	Committee	Worked as
1	2013- 14	<ul style="list-style-type: none"> Admission in Commerce 	Member
2	2014-15	<ul style="list-style-type: none"> Admission in Commerce Discipline Committee National Service Scheme 	Member
3	2015-16	<ul style="list-style-type: none"> Admission in Commerce Discipline Committee National Service Scheme Coordinator Diploma in IFRS 	Member
4	2016-17	<ul style="list-style-type: none"> Admission in Commerce Union Advisory Committee Purchase, Stock Disposal & Stock Verification Committee Sports Committee Dance Society of students (DNA) Coordinator Diploma in IFRS 	Member
5	2017-18	<ul style="list-style-type: none"> Admission in Commerce Union Advisory Committee Purchase, Stock Disposal & Stock Verification Committee Sports Committee Dance Society of students (DNA) Coordinator Diploma in IFRS 	Member
6	2018-19	<ul style="list-style-type: none"> Admission in Commerce Library Committee/IT Services/ Book Purchase Dance Society of students (DNA) Coordinator Diploma in IFRS 	Member
7	2019-20	<ul style="list-style-type: none"> Dance Society of students (DNA) Coordinator Diploma in IFRS 	Member
8	2020-21	<ul style="list-style-type: none"> Dance Society of students (DNA) Coordinator Diploma in IFRS 	Member
9	2021-22	<ul style="list-style-type: none"> Student Welfare Society Purchase, Stock Disposal and Stock Verification Committee 	Member

Membership in Professional Body

- Life member of Indian Accounting Association, Membership No.: NCR-86, Branch Name: NCR
- Life member of Youth Empowerment and Research Association, Membership No.: DL14085